

DENMARK

VAPING FLAVOR BAN

2023

METHODOLOGY & SAMPLE



Quantitative Research

CAWI (computer assisted web interview) data collection

Respondents collected from online panels

Respondents were compensated for their participation, ensuring proper motivation level

Respondents were not aware what would be subject of research going in



N=306 adults

Nationally representative on base of gender

Current vapers - defined as person that uses e-vaping device at least once a month: N=306

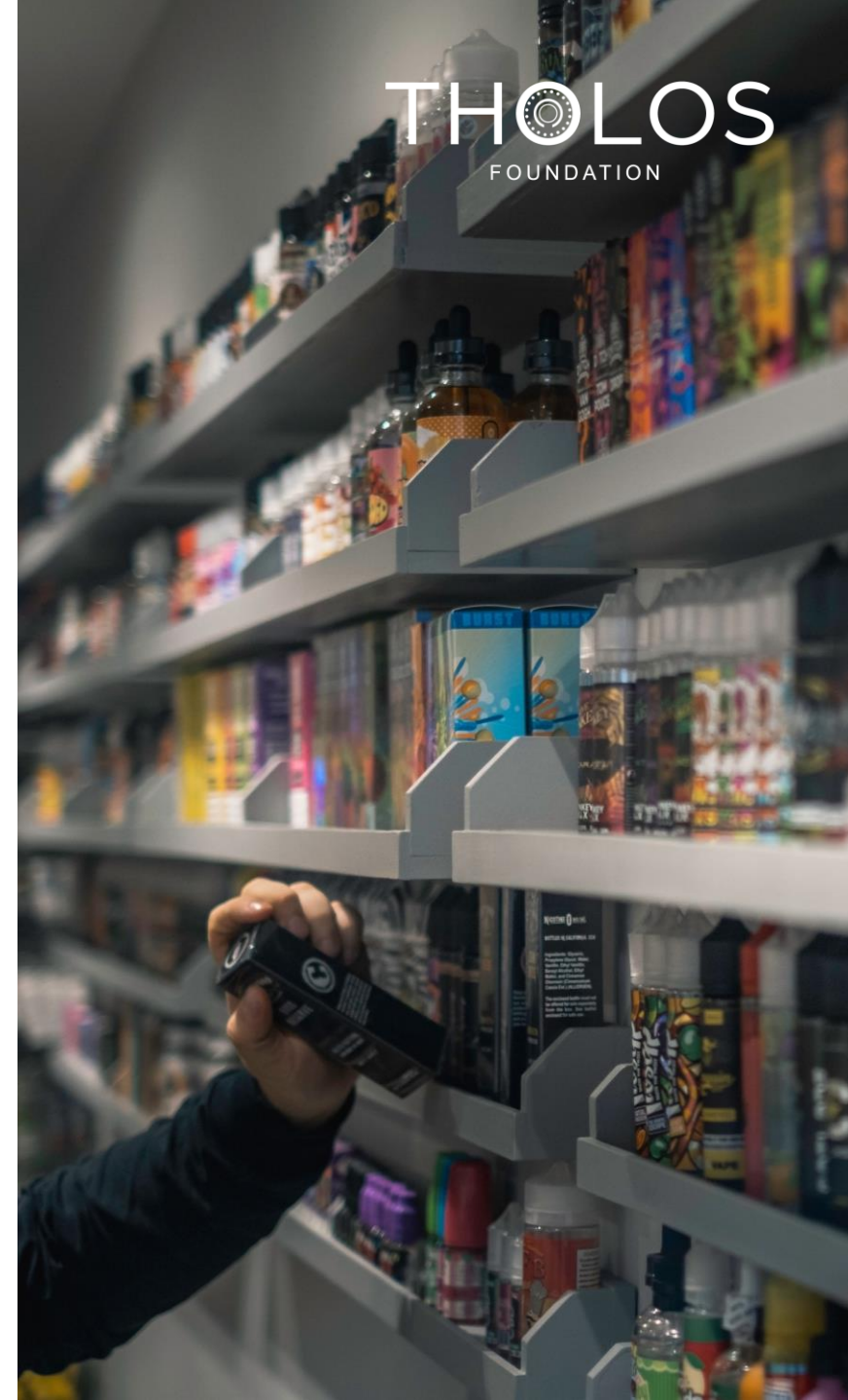


04.05. – 11.05. 2023.

Logic and data quality control done on 100% of sample

KEY FINDINGS

- Almost **80% of Danish vapers vape due to health-related reasons**, including to reduce or stop smoking. **81% say flavors are important or very important in their decision to vape.**
- In April 2022, Denmark banned vaping flavors other than tobacco and menthol. **Only 16% of Danish vapers support the flavor ban**, while almost **half are against it**. The widespread availability of banned flavors may explain why more Danish vapers are not staunchly against the prohibition.
- Despite flavor bans, vapers continue to look for their flavors of choice. **More than half of Danish vapers still use one of the banned flavors**, with the most common being fruit. **Almost 50% still find banned flavors in local shops and 47% buy them online.**
- **93% of Danish vapers say it is easy to find banned flavors.** Just over 50% have witnessed the flavor ban being enforced.



KEY FINDINGS

- Of the Danish vapers who had an opinion, **80% believe the government should support less harmful alternatives to smoking.**
- **Over 90% of Danish vapers support alternative ways of preventing underage access,** including education campaigns, stricter enforcement, and restricting some flavors to adult-only stores.

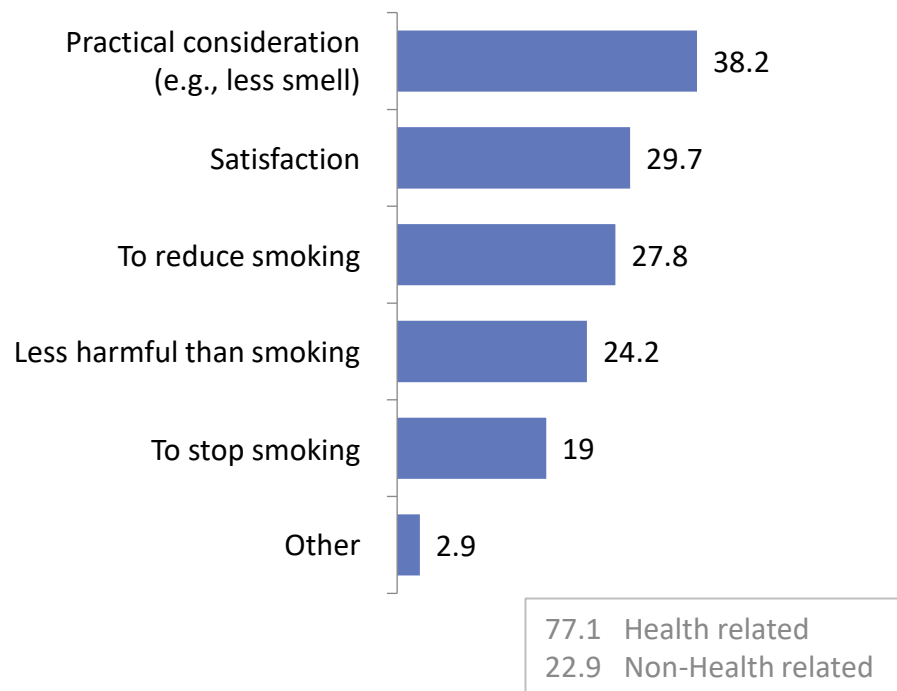


Reasons for vaping and importance of flavors

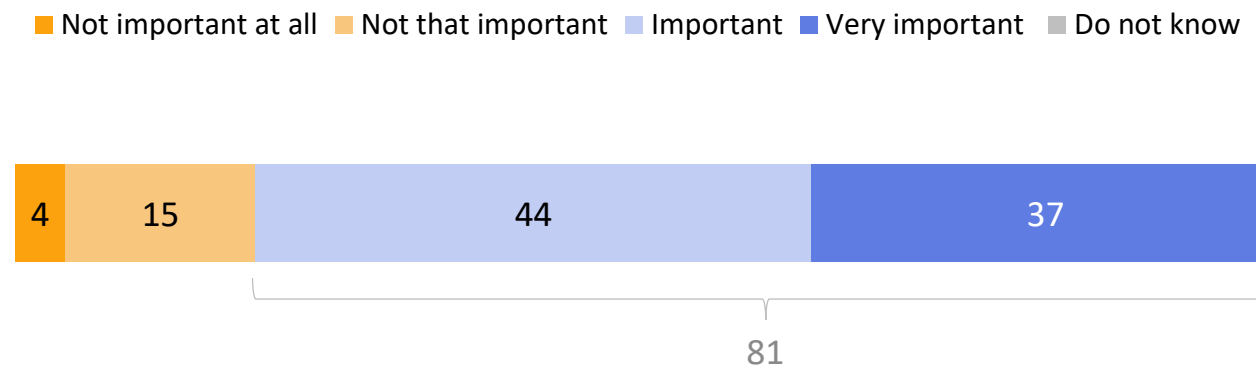
Almost 80% of Danish vapers vape due to health-related reasons, including to reduce or stop smoking. 81% say flavors are important or very important in their decision to vape.

Data in %

Main reasons for vaping



Importance of flavors



Opinion on the flavor ban

Only 16% of Danish vapers support the flavor ban, while almost half are against it. The widespread availability of banned flavors may explain why more Danish vapers are not staunchly against the prohibition.

Data in %

How do you feel about the flavor ban?

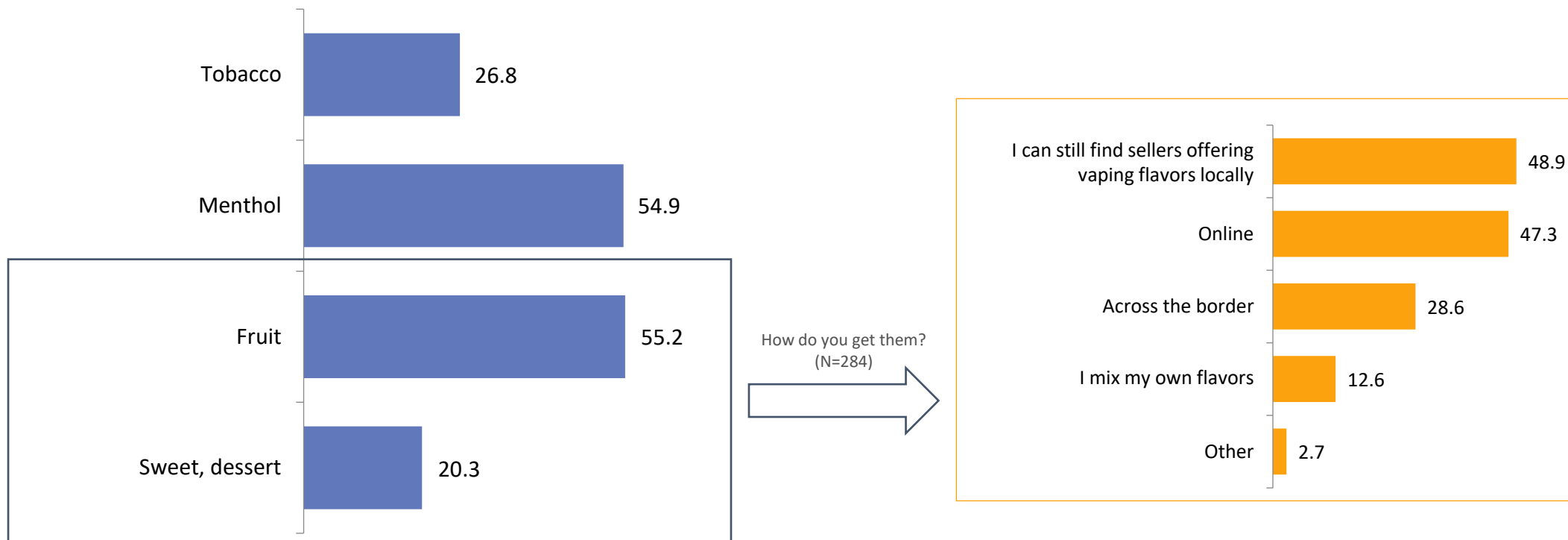
■ Strongly oppose ■ Somewhat oppose ■ Neither ■ Somewhat support ■ Strongly support



What happens after flavor bans

Despite flavor bans, vapers continue to look for their flavors of choice. More than half of Danish vapers still use one of the banned flavors, with the most common being fruit. Almost 50% still find banned flavors in local shops and 47% buy them online.

Data in %

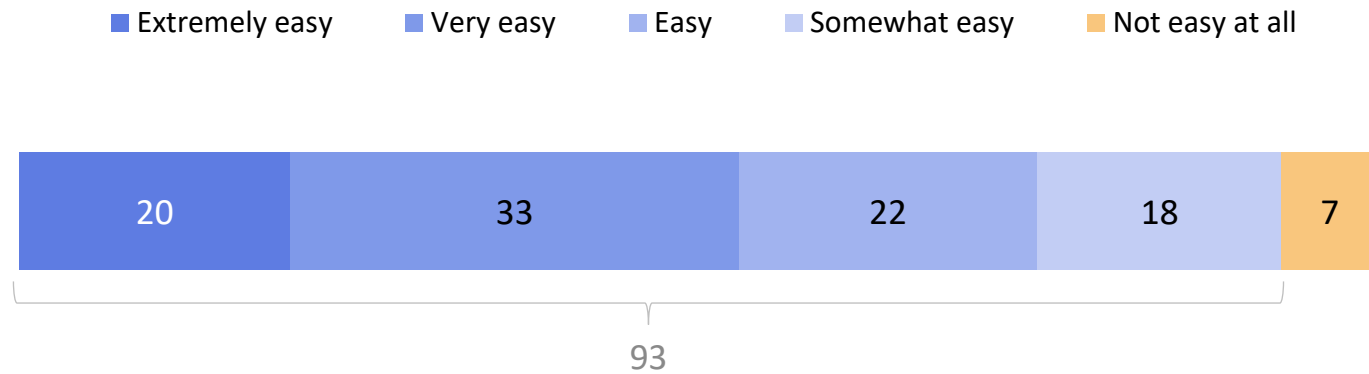


Availability of banned flavors

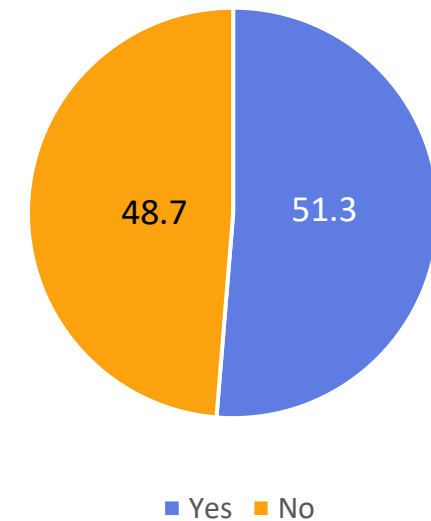
93% of Danish vapers say it is easy to find banned flavors.
Just over 50% have witnessed the flavor ban being enforced.

Data in %

How easy is it to get vaping flavors other than tobacco?



Seen evidence of flavor ban being enforced

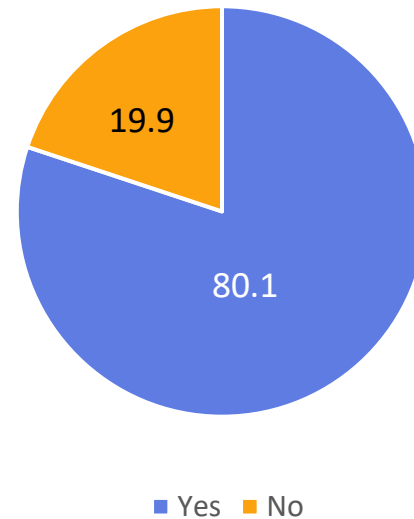


Support of alternatives to cigarettes

Of the Danish vapers who had an opinion, 80% believe the government should support less harmful alternatives to smoking.

Data in %

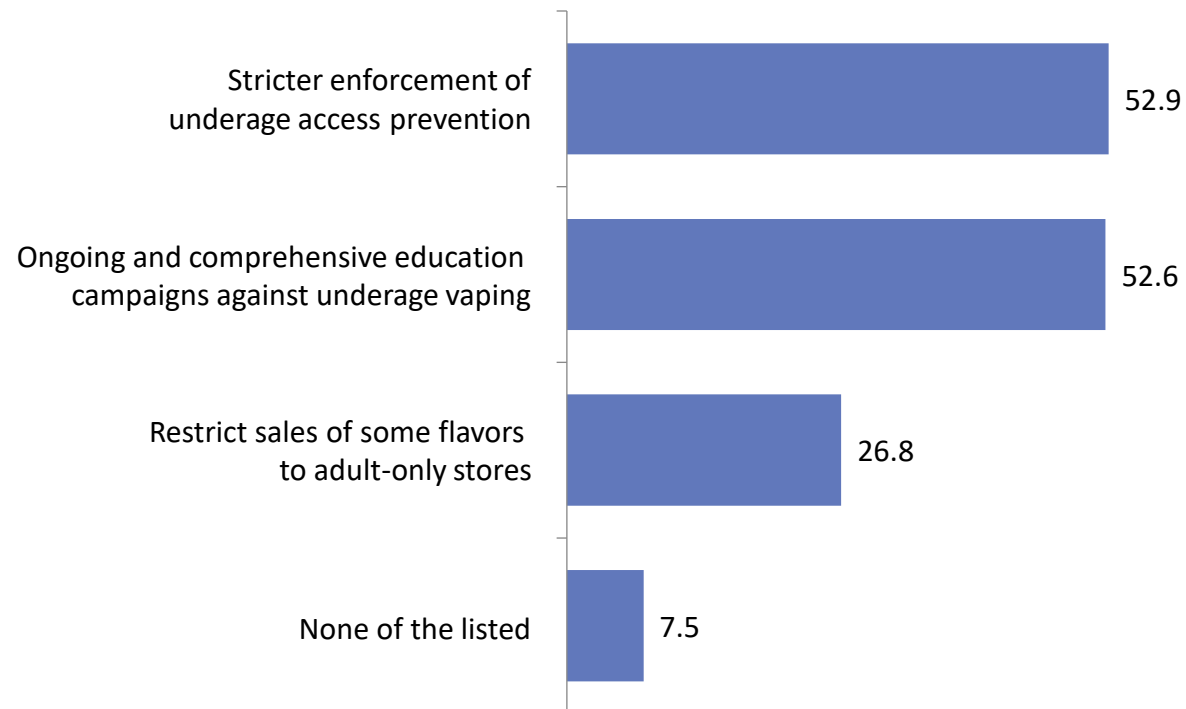
Should the government support less harmful alternatives to smoking?



Support for alternatives to flavor bans

Over 90% of Danish vapers support alternative ways of preventing underage access, including education campaigns, stricter enforcement, and restricting some flavors to adult-only stores.

Data in %



THANK YOU